

Amendments to the Claims:

Please cancel claims 1-13 and add claims 14-33 as follows. This listing of claims will replace all prior versions and listings of claims in the application.

1-13. (Cancelled)

14. (New) An apparatus for controlling an electronic press, comprising:
means for developing first and second sets of template data representing associated first and second templates, respectively, each set of template data having master data representing a reusable object to be printed and position data representing a position on a page at which variable objects are to be printed; and
means responsive to the developing means and to a database having a number of entries representing the variable objects for causing the electronic press to print output pages with the reusable object and the variable objects wherein the causing means comprises means for separating the master data from the position data for each set of template data in preparation for rasterization.

15. (New) The apparatus of claim 14, wherein the causing means includes means for converting the sets of template data and the database into commands for the electronic press specifying sequence and content of page production.

16. (New) The apparatus of claim 14, wherein the separating means includes means for generating a master data set representing the reusable object from the sets of template data.

17. (New) The apparatus of claim 16, wherein the separating means further includes means for generating variable data sets representing the variable objects from the sets of template data.

18. (New) The apparatus of claim 14, wherein auxiliary production devices are coupled to the causing means and wherein the database includes control information for controlling at least one of the electronic press and the auxiliary production devices.

19. (New) The apparatus of claim 14, wherein the causing means further includes means for controlling a further electronic press such that a first portion of the output pages is printed by the further electronic press and a second portion of the output pages is printed by the first-named electronic press.

20. (New) The apparatus of claim 14, wherein the first set of template data and the second set of template data are different so that the first and second template pages are different.

21. (New) The apparatus of claim 20, wherein the master data of the first and second sets of template data are different such that the reusable objects of the first and second template pages are different.

22. (New) The apparatus of claim 14, wherein the master data of the first and second sets of template data are identical, and the position of the master data in the first template page differs from the position of the master data in the second template page.

23. (New) The apparatus of claim 14, wherein the variable objects of the first and second sets of template data are identical, and the position of the variable objects in the first template page differs from the position of the variable objects in the second template page.

24. (New) A method of controlling an electronic press, the method comprising the steps of:

developing first and second data sets representing associated first and second templates, respectively, each data set having master data representing reusable objects to be printed and position data representing a position on a page at which variable objects are to be printed;

developing a database having a number of entries each of which represents variable objects; and

causing the electronic press to print output pages with the reusable objects and variable objects by separating the master data from the position data for each data set in preparation for rasterization.

25. (New) The method of claim 24, wherein the step of causing includes the step of converting the data sets and the database into page sequence commands for the electronic press specifying sequence and content of page production.

26. (New) The method of claim 24, wherein auxiliary production devices are coupled to the electronic press and including the further step of storing control information in the database wherein the control information controls at least one of the electronic press and the auxiliary production devices.

27. (New) The method of claim 24, wherein the causing step further includes the steps of causing a further electronic press to print a first portion of the output pages and causing the first-named electronic press to print a second portion of the output pages.

28. (New) The method of claim 24, wherein the step of separating includes the step of generating a master data set representing the reusable object from the data sets.

29. (New) The method of claim 28, wherein the step of separating further includes the step of generating variable data sets representing the variable objects from the data sets.

30. (New) The method of claim 24, wherein the first data set and the second data set are different so that the first and second templates are different.

31. (New) The apparatus of claim 30, wherein the master data of the first and second data sets are different such that the reusable objects of the first and second templates are different.

32. (New) The apparatus of claim 24, wherein the master data of the first and second data sets are identical, and the position of the master data in the first template differs from the position of the master data in the second template.

33. (New) The apparatus of claim 24, wherein the variable objects of the first and second data sets are identical, and the position of the variable objects in the first template differs from the position of the variable objects in the second template.